

Re-Discover Iowa Tour

Lt. Governor Sally Pederson enjoyed the sites and sounds of Iowa on the Re-Discover Iowa Tour June 22-25. Organized by the Department of Cultural Affairs and the Iowa Tourism Office, the tour includes stops in the following communities:

**June 22 – Perry, Council Bluffs,
Le Mars, Storm Lake**

**June 23 – Sac City, Urbandale,
Iowa City, Davenport**

**June 24 – DeWitt, Dubuque,
Gladbrook,
Marshalltown, Newton**

**June 25 – Bonaparte, Donnellson,
Burlington, Ottumwa**

From a jam session with local country/bluegrass players at the Western Historic Trails Center in Council Bluffs, to judging a “best of” BBQ at the Iowa State BBQ Championship in Marshalltown, to a quick gardening demonstration in DeWitt, Lt. Governor Pederson experienced a number of uniquely-Iowa events.

Other highlights included a stop with the national caravan at Living History Farms in celebration of the Interstate System’s 50th Anniversary, meeting with nationally-know photographer David Plowden in Perry and visiting the home of the world’s largest popcorn ball in Sac City.

Lt. Governor Pederson would like to thank everyone in the communities that helped make this tour a success! If you would like to read the Lt. Governor’s comments on her Iowa adventure, log on to www.governor.state.ia.us/blog/index. ■



“Only at the Fair” – 2006 Iowa State Fair

As one of the favored stops at the Iowa State Fair, hundreds of thousands of people from around the country and around the world will visit the Iowa Tourism Building to learn about travel destinations during “Only at the Fair – the Iowa State Fair” on August 10-20, 2006, in Des Moines. Over 30 exhibitors from around Iowa will have the opportunity to distribute information and meet one-on-one with thousands of potential travelers.



This year, the Iowa Tourism Office and Choice Hotels of Iowa are teaming up, giving fairgoers the opportunity to enter drawings to win a \$150 gift card good at any Choice Hotels of Iowa location. Also, the Iowa Department of Economic Development (IDED) is the main sponsor of the first day of this year’s Iowa State Fair, and will feature a game show at 2:00 p.m. on Thursday, August 10 with prizes provided by the Greater Des Moines CVB, Amana Colonies CVB, Dubuque CVB and Okoboji Chamber of Commerce. Thank you to all of our partners!

The Iowa Tourism Building is open from 9 a.m. to 9 p.m. daily. The Iowa State Fairgrounds are located at East 30th and University Avenue, just 10 minutes east of downtown Des Moines. For more information about this year’s Iowa State Fair, contact Lonie Mezera at lonie.mezera@iowalifechanging.com. ■





Iowa Celebrates 50th Anniversary of America's Interstate Highway System

2006 Transcontinental Caravan Stops in Iowa

Fifty years ago, President Dwight D. Eisenhower signed legislation creating what is now a 46,508-mile web of superhighways, transforming our nation and our economy.

As part of the 50th Anniversary of America's Interstate Highway System, the Iowa Department of Transportation, the American Association of State Highway and Transportation Officials, Iowa Tourism Office and several member states co-sponsored a celebratory transcontinental motor caravan that made a 14-day trek across America, stopping in 18 cities. On June 23, 2006, the cross-country caravan stopped in at Living History Farms in Urbandale. Lt. Governor Sally Pederson joined the caravan, arriving at Living History Farms to participate in the 50's-themed activities.

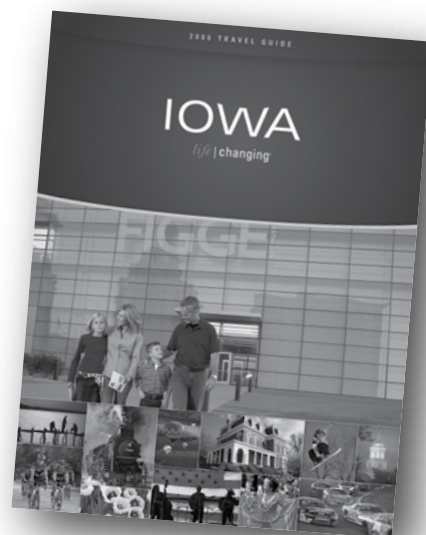
The caravan also stopped at the Iowa 80 Truck Stop in Walcott to tour the Trucking Hall of Fame Museum. We would like to thank everyone who helped make this event a great success! ■

Reserve your Iowa Travel Guide ad now

Advertising space reservations for the 2007 *Iowa Travel Guide* will be accepted for only a short while longer, so make plans now to advertise in Iowa's premier tourism publication. The cost remains at 2006 levels, but we've added extra value to your buy this year.

Your ad appears in the online *Iowa Travel Guide*, with a link directly to your Web site. And when you advertise in the Travel Guide, we will feature your attraction or destination in a special e-mail marketing message sent to more than 5,000 travelers who have visited traveliowa.com and who are interested in receiving Iowa travel information.

Fill out the space reservation online, print and return to our office. You'll find all the co-op advertising information in the Industry Information section of traveliowa.com. ■



Iowa adds National Recreation Trail

The Raccoon River Valley Trail in central Iowa has been designated by the U.S. Department of the Interior as a National Recreational Trail. Iowa now has 12 National Recreational Trails. The Secretary of the Interior announced in June the designation of 36 trails in 24 states. Each of the trails inducted into the National Recreational Trails System will receive a certificate of designation and trail markers. They join a network of more than 900 trails covering more than 10,000 miles.

The National Park Service's Rivers, Trails and Conservation Assistance Program (RTCA) provides technical assistance to communities and governments so they can preserve open space, develop trails and greenways, and conserve rivers. Find out more at www.nps.gov/rtca. ■

Vision Iowa Board Approves \$2.4 Million in CAT Funds

Six projects awarded grants

The Vision Iowa Board approved grants totaling over \$2.4 million from the Community Attraction and Tourism Program (CAT) at the June Vision Iowa Board meeting.

“This month’s list of projects offers the breadth and scope of recreational opportunities that the Vision Iowa Program was founded upon,” said Vision Iowa Board Chair Andy Anderson. “From observatories to skate parks, these projects represent the types of quality-of-life amenities that make a community thrive. We are glad to be a partner on such great community efforts.”

In other business, the board voted to amend the 2005 award to Storm Lake for its Awaysis Project by increasing the amount of the award by \$1 million for a total award of \$9 million. This is the first time the Vision Iowa Board has moved to increase a previous award. Storm Lake city officials provided evidence of the significant change in the number and size of the hotel rooms, resulting in a 40 percent increase in the size of the facility dedicated to guest lodging. The expansion also includes expanded restaurant facilities and a senior center. As a result of these changes, the city of Storm Lake significantly increased its financial support of the project in excess of 90 percent of the city’s available bonding capacity.

Projects funded include:

■ **Dike Public Library Expansion Project – Dike**

The Dike Public Library will add a 3,381 square foot meeting and resource room to the existing library and remodel the structure to allow more space for technology programs and storage.

Amount Awarded: \$76,215

■ **The Eastern Iowa Observatory and Learning Center Project /Cedar Amateur Astronomers, Inc. – Cedar Rapids**

This project is an expansion of a current facility. This expanded center will allow an increase in outreach programming and provide a family-friendly facility at the Palisades-Dows location.

Amount Awarded: \$250,000

■ **Decorah Northeast Iowa Recreational Destination – Decorah**

Components of this project include land acquisition and easements, trail development, bridge construction, development of handicap-accessible fishing access points, and road and parking improvements. This project will build on a loop with many trail spurs to other local trails and natural resource areas.

Amount Awarded: \$1,600,000

■ **DeWitt Opera House Expansion and Renovation – DeWitt**

This project would update the current facility which, since 1979, has served as a community center and movie theater for the city.

Amount Awarded: \$135,000

■ **Belva Deer Recreation Area – Keokuk County**

This project involves the construction of five modern rental cabins within the Belva Deer Recreation Area. The project also includes paving and other improvements, including a trail connecting Highway 92 to the Belva Deer Recreation Area.

Amount Awarded: \$360,000

■ **New Hampton Skate Park - New Hampton**

Targeted to local skateboarders and in-line skaters, this project will be located in the popular Mikkelson Park.

Amount Awarded: \$19,000

Including the June awards, 235 CAT awards have been granted by the board, totaling \$75.4 million. For more information, or to obtain a Vision Iowa Grant application, go to www.visioniowa.org. ■

Bringing Home the Business

In partnership with Des Moines and six other Iowa communities, the Iowa Tourism Office hosted a group leader familiarization (FAM) tour June 19-23.

Nine group leaders associated with Majestic Tours of Houston, Texas, spent four nights in Des Moines and visited the Amana Colonies, Boone, Clear Lake, Madison County, Mason City and Pella, in addition to attractions in the capital city. The owners of Majestic Tours, Terry and Linda Mansfield, accompanied the FAM.

The husband and wife team met while growing up in Des Moines and graduated from Lincoln and Valley high schools, respectively. Although they moved away many years ago, the Mansfield’s business provides an opportunity to renew ties to the state and share the couple’s love for Iowa with their tour customers. Terry and Linda determined the FAM itinerary, but may be interested in other areas of the state, if the FAM bears fruit. ■

The vote is in!
Sioux City will host the
2008 Tourism Conference!

Sioux City was awarded the bid for the 2008 Iowa Tourism Conference. A team of Iowa Tourism Office staffers and tourism professionals from around the state reviewed applications and held site visits to determine the future venue. The three-day event will take place at the Sioux City Convention Center. Sioux City last hosted the Tourism Conference in 2002. ■



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attraction?***

Donate to the Tourism Conference Silent Auction

Create more visibility for your attraction or destination and support our tourism educational programs through a donation of a gift certificate or gift basket to the Silent Auction at this year's Tourism Conference.

It's easy to participate – just fill out the donation form at www.traveliowa.com (Industry Information section) and return to the Tourism Office by September 22, 2006. Then have fun putting your baskets and gift items together! All items must be received at the office by October 13, 2006, unless you make special arrangements to bring them to the conference.

Questions? Contact Kathy Bowermaster at 888.472.6035 or kathy.bowermaster@iowalifchanging.com ■

**The Great Saints
Weekend**

The Iowa Department of Transportation hosted The Great Saints Weekend Adventure June 16-18. Crossing 13 counties and involving thousands of residents in over 30 Iowa towns along the corridor, the 268-mile long event began with a ribbon cutting on June 16 at Mt. Pleasant High School, followed by the Great Adventure weekend. See the entire Avenue of the Saints route at www.dot.state.ia.us/saints/saints_route.pdf. ■